

Message Text

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FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 8539

UNCLAS THE HAGUE 3779

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: FY76 CCP: FOURTH QUARTER PROGRESS REPORT

REF: A. THE HAGUE A-50; B. THE HAGUE 2022; C. THE HAGUE A-40

1. BECUASE OF THE INCLUSION OF THE FY76 TRANSITION PERIOD IN THE CCP THIS REPORT WILL NOT PRESENT AN OVERALL EVALUATION OF CCP ACTIVITIES DURING FY 76, AS IS CUSTOMARY AT THE END OF THE FOURTH QUARTER. WE WILL CABLE YEAR END EVALUATION IN EARLY OCTOBER FOLLOWING TRANSITION PERIOD.

2. ALL ACTIONS REQUIRED BY JUNE 30 COMPLETED AS STATED IN CCP EXCEPT: A. CAMPAIGN ONE (COMPUTERS AND COMPUTER RELATED EQUIPMENT) ITEM 19: SINCE NO PROMOTIONAL MATERIAL RECEIVED FROM EITHER FRANKFURT TC OR MILAN TC, WE WERE UNABLE TO PROMOTE DUTCH ATTENDANCE AT ELECTRONIC DATA PROCESSING SHOWS. ITEM 20: DEVELOPED TWO TO'S RATHER THAN FIVE; SHORTFALL WILL BE MADE UP AT EFFICIENCY FAIR, (SEPTEMBER AMSTERDAM). ITEM 22: DESPITE INTENSIVE PROMOTION, GROUP FLIGHT TO NATIONAL COMPUTER CONFERENCE AND EXHIBITION (NEW YORK JUNE 7-10) CANCELLED DUE TO LACK OF INTEREST; HOWEVER WE ARE AWARE OF AT LEAST ONE DUTHC BUSINESSMAN WHO WENT INDIVIDUALLY TO THE EXHIBITION.

B. CAMPAIGN TWO (ENVIRONMENTAL CONTROL INSTRUMENTATION AND EQUIPMENT) ITEM 11: DID NOT HAVE ARTICLE PUBLISHED IN LOCAL TRADE PRESS BECAUSE NO SUITABLE ARTICLE OR MATERIAL RECEIVED.

C. CAMPAIGN THREE (FOOD PROCESSING AND PACKAGING EQUIPMENT) ITEM 12: ARTICLE NOT PUBLISHED IN TRADE PRESS BECAUSE NO SUITABLE MATERIAL RECEIVED. ITEM 13: PARIS TC SHOW ON FOOD

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PROCESSING AND PACKAGING EQUIPMENT WAS CANCELLED.

D. CAMPAIGN FOUR: (ENERGY SYSTEMS) ITEM 14: USDOC TRADE MISSION SCHEDULED FOR APRIL 1976 WAS CANCELLED. ITEM 15: CONDUCTED AN AMERICAN BUSINESS DEVELOPMENT WEEK AT PETROTECH'76 (AMSTERDAM APRIL 6-9) WHICH GENERATED 710 TRADE LEADS (REF A). ITEM 16: GROUP FLIGHT TO INTERNATIONAL PETROLEUM EXHIBITION (TULSA MAY 16-22) CANCELLED DUE TO LACK OF INTEREST, ALTHOUGH WE ARE AWARE OF AT LEAST ONE DUTCH BUSINESSMAN WHO ATTENDED INDIVIDUALLY. A SUBSTANTIAL NUMBER OF INDIVIDUAL DUTCH BUSINESSMEN DID TRAVEL TO THE OFFSHORE TECHNOLOGY CONFERENCE (HOUSTON MAY 3-7). ITEM 17: BOTH THE ENERGY SYSTEMS SHOW AT STOCKHOLM TC AND PETROLEUM DRILLING AND PRODUCTION EQUIPMENT SHOW AT LONDON TC WERE CANCELLED.

E. CAMPAIGN FIVE (AVIONICS AND GROUND SUPPORT EQUIPMENT) ITEM 11: NO ARTICLE OR MATERIAL RECEIVED.

D. CAMPAIGN NINE (DEVELOPMENT OF TRAVEL TO THE US) ITEM 17 AND 19 (REF C) WORKSHOP NOT HELD DUE TO REORGANIZATION OF THE TRAVEL PROGRAM. THE DISTRIBUTION PROGRAM HAS BEEN MODIFIED SO THAT BULK MATERIAL IS SUPPLIED TO THE TRAVEL TRADE WHEN AVAILABLE AND ONLY WHEN REQUESTED. FOR THIS REASON IT WAS NOT DEEMED NECESSARY TO CARRY OUT THE SURVEY. OF INTEREST, THE VISIT USA INFORMATION SERVICE VOLUNTEERS HANDLED 1,142 REQUESTS DURING THE QUARTER, INCLUDING 106 FROM THE TRAVEL TRADE. THIS COMPARES FAVORABLY WITH THE SAME PERIOD LAST YEAR WHEN 969 INQUIRIES WERE PROCESSED, INCLUDING 98 FROM THE TRAVEL TRADE.

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